

SANVT

CAN JEANS BE ECO-FRIENDLY?

Ah, the Blue Jeans. Few trousers carry as iconic a reputation as the Blue Jeans. Yet, as popular as jeans may be, they're also a bit of an environmental troublemaker. Denim, from the cultivation of cotton, the application of pesticides, and the excessive use of water, to the contamination of groundwater due to dyeing chemicals, emerges as a major contributor to pollution in our wardrobes. Here at SANVT, however, we ponder: can jeans be eco-friendly? And if so, what criteria must be met?

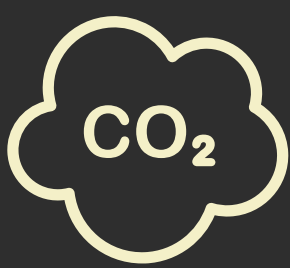
WHY ARE JEANS CONSIDERED ONE OF THE BIGGEST POLLUTERS?



FRESH WATER CONSUMPTION & GROUNDWATER POLLUTION



LOSS OF SOIL & PESTICIDE USAGE



CARBON EMISSIONS & HIGH ENERGY CONSUMPTION



TOXIC DYEING & HEAVY METALS

WHY? BECAUSE DENIM IS PRIMARILY MADE FROM COTTON.



35% OF GLOBAL COTTON PRODUCTION IS USED FOR DENIM.

1 KG COTTON NEEDS APPROX. 10,000 LITERS OF WATER



ORGANIC COTTON REQUIRES UP TO 91% LESS WATER THAN COTTON.

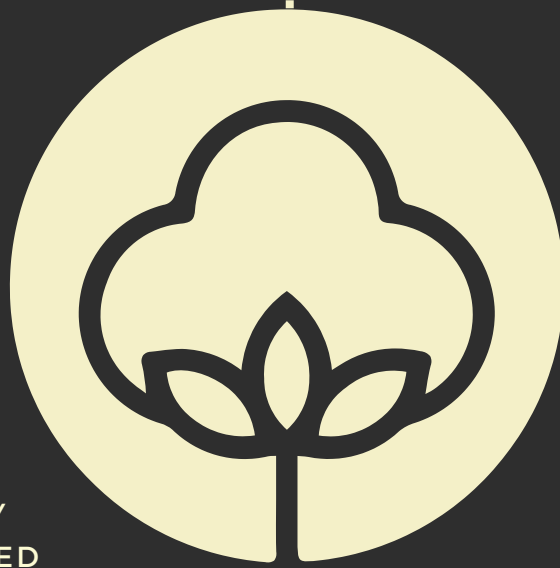
12 BILLION KG OF COTTON ARE ANNUALLY PRODUCED IN CHINA & INDIA ALONE

NORMAL COTTON IS PRODUCED IN

80

COUNTRIES WORLDWIDE

COTTON FARMERS ARE NOT ONLY UNDERPAID, BUT ARE ALSO EXPOSED TO PESTICIDES AND CHEMICALS FROM PLANTATIONS.



ORGANIC COTTON IS PRODUCED IN

18

COUNTRIES WORLDWIDE

FAIRTRADE ORGANIC COTTON IS FREE FROM GENETICALLY MODIFIED SEEDS, CULTIVATED WITH CARE AND RELIES ON NATURAL PEST CONTROL.

DYEING PROCESS & FABRICATION OF REGULAR BLUE JEANS

1.

THE INDIGO DYE MUST BE MADE WATER-SOLUBLE.

2.

TOXIC CHEMICALS & HEAVY METALS ARE USED FOR THIS.



3.

TOXIC CHEMICALS & HEAVY METALS GET INTO THE WASTEWATER.

4.

CHEMICAL FINISHES LIKE BLEACHING, STONE WASHING, OR ABRASION.

A PAIR OF JEANS, EVEN WITH ITS NOTORIOUS ENVIRONMENTAL REPUTATION, CAN INDEED BE ECO-FRIENDLY UNDER THE RIGHT CONDITIONS. MAKE SURE THAT YOUR HIGH QUALITY JEANS ARE FAIRLY PRODUCED & DYED IN NON-TOXIC DYEING PROCESSES. ALSO OPT FOR CLOSED WATER SYSTEMS THAT RECYCLE THE WATER AFTER DYEING INSTEAD OF RELEASING IT INTO THE WASTEWATER.